

**PERCEIVED SATISFACTION OF LANDSCAPE CONDITION:
AN EMPIRICAL INVESTIGATION IN MAJLIS
BANDARAYA KUALA TERENGGANU
(MBKT)**

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DEDICATION

**To my mum, Roshida binti Mohamad
and father, Wan Muda bin Wan Ibrahim**

**To my beloved wife, Norull Shazrina binti Shafie and kids,
Wan Sofea Hanna & Wan Iman Nasyriq**

ABSTRACT

Malaysia is seriously embarking on its beautification programme. Landscaping condition are being emphasized especially in the Local Authorities areas. As more new towns and urban areas are developed and more money is spent on landscapes, the need to find a mechanism that responds to these issues is becoming urgent. This paper highlights the perceived satisfaction on landscape condition in a local government agency in Peninsular Malaysia. The aim of this study is as a reference for local authorities to manage their landscape condition base on public response towards their satisfaction. There were 169 involved in the survey. The data was analyzed using Statistical Package for Social Science (SPSS) Ver 17.0. The findings of the research confirm that quality success driver have a significant relationship with perceived satisfaction on facilities and maintenance of landscape condition. The relations of perceived satisfaction on landscape condition for all level of incomes and educations didn't show any differences. Moreover, the results show that the awareness on the facilities and maintenance of landscape condition can be enhanced through proper and structured programme to all residents.

ABSTRAK

Malaysia sedang memberi penekanan yang serius bagi program pengindahan. Keadaan landskap diberikan perhatian terutama di kawasan pihak berkuasa tempatan. Semakin banyak bandar – bandar baru terbentuk dan dibangunkan maka lebih banyak perbelanjaan yang dibelanjakan untuk memelihara landskap yang memerlukan mekanisma dalam menangani isu ini. Kajian ini memfokuskan kepada tahap kepuasan awam terhadap keadaan landskap di kawasan Pihak Berkuasa Tempatan di Semenanjung Malaysia. Tujuannya adalah untuk dijadikan rujukan untuk Pihak Berkuasa Tempatan menguruskan landskap berdasarkan kepada kepuasan awam. Seramai 169 orang responden telah terlibat dalam kajian ini. Data yang diperolehi daripada responden dianalisa dengan menggunakan perisian Statistical Package for Social Science (SPSS) Versi 17.0 Hasilnya menunjukkan terdapat hubungan yang signifikan antara Pendorong Kualiti Kejayaan (QSD) dengan Tahap Kepuasan ke atas kemudahan dan penyelenggaraan landskap. Manakala Pendapatan dan Tahap Pendidikan menunjukkan tiada hubungan perbezaan terhadap Tahap Kepuasan ke atas kemudahan dan penyelenggaraan landskap. Walaubagaimanapun, hasil kajian menunjukkan bahawa kesedaran awam terhadap kemudahan dan penyelenggaraan keadaan landskap boleh dipertingkatkan menerusi program yang lebih baik dan berstruktur kepada semua pengguna.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter contains introduction, the research dealing with issues that propelled the study. Then followed by a discussion of the problem statement to acknowledge the research.

1.1 Background Of The Study

The rapid growth of a town depends on the urban landscape that could contribute to the urbanization balance development. As more new town and urban areas are developed and more money is spent on the urban landscape, the need to find an urban landscape management system that responds to these issues is becoming urgent (Osman, 2005). This is conceded with the nation's wish to become '**Nation Garden 2015**' which is particularly emphasized in Vision 2020 that should be given attention so that the integrated development are achievable (http://www.kpkt.gov.my/j.Ucapandsr_ksu).

Landscape in urban area refers to garden, green corridor, clearing space, plain, field in urban that used by township to exercise or walk. Societal needs recreational area or

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